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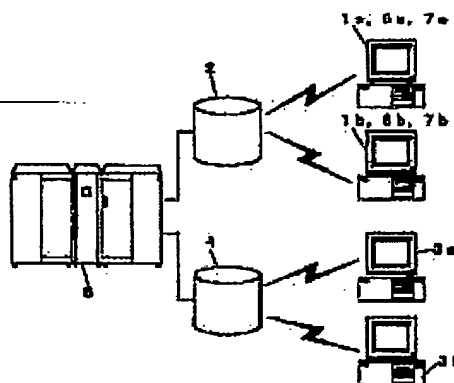(71)Applicant : IMAMURA SHIYUNYA

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(54) SENDING SYSTEM FOR INFORMATION BY REQUEST OBJECT

(57)Abstract:

PROBLEM TO BE SOLVED: To enable a user to easily obtain desired information and also enable an information sender to securely transmit information to an unspecified large number of users as information requesters by reading out contents having the matched attribute from user profiles and information transmission profiles, and showing information having the read contents.

SOLUTION: Users stores their user profiles in a user profile storage means 2 by using user profile registration means 1a and 1b. Advertisers store their advertisement profiles in an advertisement profile storage means 4 by using advertisement profile registration means 3a and 3b. Then a retrieval means 5 matches the respective attributes of both the profiles and when the matched attribute exists, read means 6a and 6b display contents and advertiser data on the screens of information showing means 7a and 7b to the registered users having the user profiles having the matched attribute.

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CLAIMS

[Claim(s)]
[Claim 1]A user profile registration means to register a user's taste attribute and the non-liking-
like attribute, A user profile memory measure which memorizes these user profiles, . [whether
an attribute classification index which has one of attributes at least when the information
dispatch Lord and contents are registered at least and a candidate for solicitation of the
contents is classified according to the above-mentioned attribute is doubled and registered,
and] Or an information dispatch profile registration means to double and register the information
dispatch Lord's link destination and above-mentioned attribute classification index, An
information dispatch profile memory measure which memorizes these information dispatch
profiles, A search means to perform matching with each attribute of a user profile memorized by
each attribute and said user profile memory measure of an attribute classification index
memorized by this information dispatch profile memory measure, In an information dispatch
profile which has an attribute classification index of an attribute which matched by search by
this search means. [whether contents are read from the above-mentioned information dispatch
profile memory measure at least, and] Or a reading means which reads contents which are
related to an attribute classification index of an attribute which matched from a link destination,
An exception information sending system for solicitation having an information presenting means
which presents information containing contents read by said reading means to a registered user
of a user profile with an attribute which matched as a result of search by said search means.
[Claim 2]In an exception information sending system for the solicitation according to claim 1,
delivery of user profile data of said user profile registration means and a user profile memory
measure, Delivery of information dispatch profile data of said information dispatch profile
registration means and an information dispatch profile memory measure, And/or, an exception
information sending system for the solicitation according to claim 1 performing delivery of
information data containing contents of an information dispatch profile memory measure and a
reading means, an address, or link destination data by a wire communication thru/or radio.
[Claim 3]In an exception information sending system for the solicitation according to claim 1 to
2, said information dispatch profile memory measure is equipped with a buffer, Store the
information itself which contains contents in this buffer, store a memory address of this
information in an information dispatch profile memory measure, or a link destination of these
contents is stored, An exception information sending system for the solicitation according to
claim 1 to 2 sending information data, an address, or link destination data containing these
contents to a reading means when this information dispatch profile memory measure has access
from said reading means of users.
[Claim 4]In an exception information sending system for the solicitation according to claim 1 to
3, when there is renewal of a user profile by said user profile registration means, Update an
applicable user profile memorized by user profile memory measure, and again by search of said
search means. An exception information sending system for the solicitation according to claim 1
to 3 performing matching with each attribute of an attribute classification index memorized by
information dispatch profile memory measure, and each attribute of an updated user profile.
[Claim 5]In an exception information sending system for the solicitation according to claim 1 to

4, when there is renewal of an information dispatch profile by said information dispatch profile registration means, Update an applicable information dispatch profile memorized by information dispatch profile memory measure, and again by search of said search means. An exception information sending system for the solicitation according to claim 1 to 4 performing matching with each attribute of a user profile memorized by each attribute and said user profile memory measure of an attribute classification index in an updated information dispatch profile.
[Claim 6]When showing information containing contents by said information presenting means in an exception information sending system for the solicitation according to claim 1 to 5, Into this information presenting means, have a user attribute classification index according to a user attribute in a user profile, and a viewing window is provided for this every user attribute classification index, and. An exception information sending system for the solicitation according to claim 1 to 5 setting a hierarchical menu to each viewing window, and displaying information which contains contents for every attribute in a low rank of this hierarchical menu.

[Translation done.]

DETAILED DESCRIPTION

[Detailed Description of the Invention]
[0001]
[Industry-like field of the invention] This invention relates to the exception information sending
system for solicitation which can carry out effective information dispatch, when performing
information dispatch of the advertisement using media, such as the Internet, personal computer
communications and large-scale LAN, or radio, radio broadcasting, etc., etc.
[0002]
[Description of the Prior Art]Information dispatch of the advertisement using these
communication media, etc. came to be performed by expansion and progress of the information
infrastructure using new communication / broadcast art in recent years. In the communication
and broadcast especially by the Internet, since its communication and network are expanded all
over the world, and many and unspecified persons in the world can be targeted and dispatch of
information can also be made easy, it has the outstanding characteristic that unprecedented
epoch-making and effective information dispatch can be desired.
[0003]
[Problem(s) to be Solved by the Invention]In the information dispatch using the above-
mentioned Internet. The information dispatch Lord's site is assigned to the server on worldwide
Webb (henceforth WWW), . [whether the user who stretches many links to other sites and
follows a link is provided with information, and] A self site is registered on a search engine and it
is carried out by the method of providing with information the user who follows the link displayed
on the search information by this search engine, and moves to the information dispatch Lord's
site.
[0004]It is difficult to arrive at required information in the situation where a user requires time
most before arriving at information very needed, and the homepage is increasing rapidly like
these days when based on a described method, even when based on a search engine.
[0005]Although it is necessary to tell the user who is the solicitation target of the information
also as the information dispatch Lord widely and certainly, Since it cannot do against an
unrestricted number of unspecified persons when those who consider it as objects, such as E-
Mail and a mailing list, have only the method of communication specified from the beginning and
try to perform information dispatch of an advertisement etc. actually, the effect becomes only
what was limited extremely. Since information dispatch will be carried out also to the user who is
conversely uninterested even if it is able to transmit to an unrestricted number of unspecified
persons, it becomes an opposite effect on the contrary.
[0006]Although communication and a network are being able to say especially about the Internet
spread around all over the world, the above thing took the remarkable labor for a user to arrive
at information needed also to the case of personal computer communications or large-scale LAN
in many cases, and has produced the same problem.
[0007]It was originated in view of the above problems of conventional technology, and a user can
acquire information needed easily, and this invention also as the information dispatch Lord, Let
the information sending system which can give this information certainly be an offer plug to
many and unspecified users who are the solicitation targets of information.

[0008]
[Means for Solving the Problem]Therefore, this invention proposes an information sending system which can perform information dispatch only to a user who is the solicitation target of information which it is going to give, and as specific constitution, A user's taste attribute (for example, in if a car would be a hobby or you would like to carry out a canoe.) A user profile registration means to register the non-liking-like attribute (for example, age, sex, family structure, an address, a user's privately-owned house or a rented house, and an annual income) as it is if you want a cat, A user profile memory measure which memorizes these user profiles, The information dispatch Lord and contents, such as the contents of information to send to, for example, an image, spec., etc. of a car which is the advertising target, are registered at least, And. [whether an attribute classification index (for example, an index called a car) which has one of attributes at least when a candidate for solicitation of the contents is classified according to the above-mentioned attribute is doubled and registered, and] Or an information dispatch profile registration means to double and register the information dispatch Lord's link destination and above-mentioned attribute classification index and an information dispatch profile memory measure which memorizes these information dispatch profiles, Matching with each attribute of a user profile memorized by each attribute and said user profile memory measure of an attribute classification index memorized by this information dispatch profile memory measure (in this matching.) a case of search by exclusion logic to which it is supposed that a certain attribute is not included ─ containing ─ with a search means to perform. In an information dispatch profile which has an attribute classification index of an attribute which matched by search by this search means. [whether contents are read from the above-mentioned information dispatch profile memory measure at least, and] Or a reading means which reads contents which are related to an attribute classification index of an attribute which matched from a link destination, It is making into a basic feature to have an information presenting means which presents information containing contents read by said reading means to a registered user of a user profile with an attribute which matched as a result of search by said search means.
[0009]In the above-mentioned composition, the user side uses the above-mentioned user profile registration means, Said user profile memory measure is made to memorize one's user profile, and the information dispatch Lord side makes said information dispatch profile memory measure memorize one's information dispatch profile using the above-mentioned information dispatch profile registration means. And said search means matches each attribute of both profiles, When there is an attribute which matched, in an information dispatch profile which has the attribute classification index of an attribute with which said reading means matched. [whether contents are read from the above-mentioned information dispatch profile memory measure at least, and] Or contents which are related to an attribute classification index of an attribute which matched are read from a link destination. Then, said information presenting means shows information containing read contents to a registered user of a user profile with an attribute which matched. By it, can give this information certainly to many and unspecified users who are the solicitation targets of information which it is going to give as the information dispatch Lord, and. Information which suited its taste also as a user side, information (for example, information on a restaurant near a place in which he lives) which matched the non-liking-like attribute, etc. can be acquired now to inside of easy and a short time.
[0010]A user profile registration means and an information dispatch profile registration means, Separate geographically with a user profile memory measure and an information dispatch profile memory measure, and it is installed, or, Since it is possible that the above-mentioned composition is used even when an information dispatch profile memory measure separates geographically with a reading means and is installed, Delivery of user profile data of said user profile registration means and a user profile memory measure, Delivery of information dispatch profile data of said information dispatch profile registration means and an information dispatch profile memory measure, And/or, it may be made to perform delivery of information data containing contents of an information dispatch profile memory measure and a reading means, an address, or link destination data by a wire communication thru/or radio.
[0011]In order for the above-mentioned composition to access an information presenting means

at time when a user is free and to be able to receive presentation of information, Equip said information dispatch profile memory measure with a buffer, and to this buffer. Store the information itself containing contents, store a memory address of this information in an information dispatch profile memory measure, or a link destination of these contents is stored, When this information dispatch profile memory measure has access from said reading means of users, It may be made to send information data, an address, or link destination data containing these contents to a reading means (when an address is sent, a reading means will require transmission of information data which contains contents to an information dispatch profile memory measure once again.). When link destination data is sent, a reading means will read information which follows the link and contains the target contents from this link destination.

[0012]In addition, when a user's taste changes or there is change (for example, change of an address) of the non-liking-like attribute, a user may change a self user profile. Since the information dispatch Lord side also changed contents of information which it is going to send and changed the candidate for solicitation similarly, an information dispatch profile of self may be changed. Then, when there is renewal of a user profile by said user profile registration means in the above-mentioned composition, Update an applicable user profile memorized by user profile memory measure, and again by search of said search means. It can have composition which performs matching with each attribute of an attribute classification index memorized by information dispatch profile memory measure, and each attribute of an updated user profile. Similarly, when there is renewal of an information dispatch profile by said information dispatch profile registration means, update an applicable information dispatch profile memorized by information dispatch profile memory measure, and again by search of said search means. It can also have composition which performs matching with each attribute of a user profile memorized by each attribute and said user profile memory measure of an attribute classification index in an updated information dispatch profile.

[0013]To a registered user of a user profile who has many attributes which matched in the above-mentioned composition. Since it is assumed that information shown by said information presenting means becomes abundant, Into this information presenting means, have a user attribute classification index according to a user attribute in a user profile, and a viewing window is provided for this every user attribute classification index, and. A user resembles a hierarchy who has information needed by menu manipulation, and a hierarchical menu is set to each viewing window, it goes [it has composition which displays information containing contents for every attribute, and / it gets down one by one,] by a low rank of this hierarchical menu, and can make it possible to acquire this information.

[0014]
[Embodiment of the Invention]Hereafter, it explains per concrete embodiment of the exception information sending system for solicitation of this invention. Drawing 1 thru/or drawing 6 show the composition of the information sending system concerning one embodiment of available this invention, when advertising on the Internet.

[0015]As shown in drawing 1, the information sending system of this composition is provided with the following.
Users' composition.
Composition by the side of an advertiser.
It consists of server composition which intervenes among these and performs input and output and memory, and also Data Processing Division of required data, and they are the user profile registration means 1a and 1b as users' composition before long. ——
As server composition, as the user profile memory measure 2 and composition by the side of an advertiser, The advertising profile registration means (equivalent to an information dispatch profile registration means) 3a and 3b, ——, Similarly as server composition, the advertising profile memory measure (equivalent to an information dispatch profile memory measure) 4, They are [the reading means 6a and 6b, ——, and] the information presenting means 7a and 7b as the search means 5 and users' composition. —— (it serves both as the above-mentioned user profile registration means 1a and 1b, —— and the reading means 6a and 6b, —— with this composition)

[0016]The above-mentioned user profile registration means 1a and 1b and ──, As it comprises hardwares used as the client on the Internet, such as a personal computer and a workstation, and software, such as a browser which works on it, and a user shows drawing 2 using this personal computer, The non-liking-like attribute which a car is a hobby or is called if you would like to carry out a canoe, the taste attribute of if you want a cat, age and sex, family structure, an address and a privately-owned house, a rented house, annual income, etc. is registered as a user profile.

[0017]The above-mentioned user profile memory measure 2 comprises a part of [, such as a mass external storage with which the mainframe etc. which serve as a server on the Internet were equipped] hardwares, and software for servers which works on it, The user profile is memorized-for every registered user. As delivery of user profile data with the user profile memory measure 2 indicates it in Drawings as said user profile registration means 1a and 1b and ───, it is carried out via the wire communication by the Internet.

[0018]The above-mentioned advertising profile registration means 3a and 3b and ───, As it comprises hardwares used as the client on the Internet, such as a personal computer and a workstation, and software, such as a browser which works on it, and an advertiser shows drawing 3 using this personal computer, The link destination about contents, such as an image, spec., etc. of the car used as the contents of the advertiser data and the advertisement which are registered into the site (homepage) established in another server on the Internet, The "car" which is the attribute when the candidate for solicitation of the contents is classified according to the above-mentioned attribute, and the index "the annual income of 5 million yen - 8 million yen" are registered as an advertising profile.

[0019]The above-mentioned advertising profile memory measure 4 comprises a part of [, such as a mass external storage with which the same mainframe as the above which serves as a server on the Internet, etc. were equipped,] hardwares, and software for servers which works on it, The advertising profile is memorized for every registration advertiser. Similarly delivery of advertising profile data with the advertising profile memory measure 4 is performed via the wire communication by the Internet with said advertising profile registration means 3a and 3b and ───.

[0020]With the above-mentioned mainframe etc. which serve as a server on the Internet, the above-mentioned search means 5 is constituted and by the data processing. Each attribute of the user profile memorized by each attribute (attributes, such as a "car" and "an annual income of 5 million yen - 8 million yen") and said user profile memory measure 2 of the attribute classification index memorized by said advertising profile memory measure 4 as shown in drawing 4 (a car is a hobby or.) If you would like to carry out a canoe, the taste attribute of if you want a cat, and age, 38 years old, Matching (also in search by the exclusion logic to which it is supposed that a certain attribute is not included, it contains in this matching) with the attribute of others, such as sex and a male, family structure and a spouse and the eldest daughter, an address and Kanagawa Prefecture, a rented house, an annual income, and 7,500,000 etc. yen, is performed. In this composition, it became clear by the search that the attribute of the user's A user profile and the attribute of the advertiser's I advertising profile match.

[0021]The information presenting means 7a and 7b which the above-mentioned reading means 6a and 6b and ─── mention later, ─ being provided during the composition together with ─ (therefore, the above-mentioned user profile registration means 1a.) It comprises software of 1b and ───, such as a browser which are together also with composition and works on it with hardwares, such as a certain personal computer, workstation, etc., The link destination of the homepage on another server with which applicable contents were published out of the advertising profile which has an attribute classification index of the attribute which matched by search by said search means 5 is read from the above-mentioned advertising profile memory measure 4. That is, when these reading means 6a and 6b and ─── have access through the information presenting means 7a and 7b and ─── which are later mentioned by a user and also the advertising profile memory measure 4 has access from it, the above-mentioned link destination data is read. Read-out of the contents which follow this link after that and

correspond from the homepage of a link destination, and advertiser data is performed, and these data is sent to the information presenting means 7a and 7b and ----. Similarly delivery of the link destination data of these reading means 6a and 6b, ---- and said advertising profile memory measure 4, etc. is performed via the wire communication by the Internet.

[0022]The above-mentioned information presenting means 7a and 7b and ---- as mentioned above The above-mentioned user profile registration means 1a, 1b, ----, and reading means 6a and 6b, ---- It serves with composition, The contents and advertiser data which were read by said reading means 6a and 6b and ---- to the registered user of a user profile with the attribute which matched as a result of search by said search means 5 are shown via a screen etc. Since the attribute of the user's A user profile and the attribute of the advertiser's I advertising profile match as mentioned above in this composition, On screens, such as a personal computer which is the user's A information presenting means 7a, and a workstation, the advertising content about the advertiser's I car is shown.

[0023]Drawing 5 is a flow chart which shows the process flow in the above-mentioned exception advertisement system composition for solicitation. By the user client side, in the composition, it is judged whether each user is registering the self user profile by the user profile registration means 1a and 1b and ---- (S1), and by the server side. It is judged whether the user profile of the user who is registering is memorized by the user profile memory measure 2 (S2). On the other hand, it is judged whether each advertiser is registering the advertising profile of self into the advertiser Kula Yingde side by the advertising profile registration means 3a and 3b and ---- (S3), and by the server side. It is judged whether the advertising profile of the advertiser who is registering is memorized by the advertising profile memory measure 4 (S4). Next, in the search means 5 by the side of a server, conducts matching of both the profiles memorized by both the memory measures 2 and 4 is performed (S5). It is judged whether there is any attribute which matched by said retrieval processing when it was judged whether the information presenting means 7a and 7b, these reading means 6a and 6b from ----, ---- had access by the user (S6) and there was access (S7). When there is an attribute which matched, the link destination data in which said reading means 6a and 6b memorized, and ---- was memorized by the advertising profile memory measure 4 is read (S8). The contents and advertiser data which follow a link and correspond from this link destination data are read from another server, It sends to the information presenting means 7a and 7b and ----, and they are (S9) and these information presenting means 7a and 7b, ---- Offer of information, including these contents, is made on screens, such as a personal computer (S10).

[0024]When a user's taste changes or there is change of an address, A user may change a self user profile, and since the advertiser side also has change of the contents which it is going to advertise and changed the candidate for solicitation similarly, he may change the advertising profile of self. Although not shown to the above-mentioned Drawings by this composition, then, said user profile registration means 1a, When there is renewal of a user profile by 1b and ----, update the applicable user profile memorized by the user profile memory measure 2, and again by search of said search means 5. It has composition which performs matching with each attribute of the attribute classification index in the Masahiro notice profile memorized by the advertising profile memory measure 4, and each attribute of the updated user profile. Similarly, when there is renewal of an advertising profile by said advertising profile registration means 3a and 3b and ----, Update the applicable advertising profile memorized by the advertising profile memory measure 4, and again by search of said search means 5. It has composition which performs matching with each attribute of all the user profiles memorized by each attribute and said user profile memory measure 2 of the attribute classification index in the updated advertising profile.

[0025]It is assumed by the registered user of the user profile which has many attributes which matched by matching by search of the above-mentioned search means 5 that the contents of said information presenting means 7a and 7b and ---- shown on a screen become abundant. As shown in drawing 6, in this composition Therefore, these information presenting means 7a and 7b, ---- the user [inside] attribute classification index (clothes.) according to the user attribute in a user profile Have a meal, **, **, **, **, **, a car, fly, horticulture, a trip, a cat, a canoe, a hot spring, a wild bird, and India, and the viewing window 70 is formed for this every

user attribute classification index, and. It is set to each viewing window 70 by the hierarchical menu (TOMITA, HANDA, NISSIN, etc. which are advertisers as a hierarchy generic concept are displayed on the above-mentioned Drawings), and in the low rank of this hierarchical menu. It has the composition that the contents (the image and spec. of a type of a car "MARK X" which are the contents of the concrete advertisement) for every attribute are displayed. By it, he resembles the hierarchy who has information needed by menu manipulation, and a user will get down one by one, will go, and can acquire this information. The point which VP is a prize point given to each user when a user looks at concrete contents in the pictures in the above-mentioned Drawings, and is given is the point value displayed on this screen. This point is added gradually, prize money and a premium can be got now according to the collected frame, and it is used for sales promotion.

[0026]By the above-mentioned composition, they are the users A and B, ――― A side The above-mentioned user profile registration means 1a, Said user profile memory measure 2 is made to memorize one's user profile using 1b and ―――, and the advertiser side makes said advertising profile memory measure 4 memorize one's advertising profile using the above-mentioned advertising profile registration means 3a and 3b and ―――. And said search means 5 matches each attribute of both profiles, When there is an attribute (for example, the attribute of the user's A user profile and the attribute of the advertiser's I advertising profile) which matched, From the link destination data which has said reading means 6a and 6b and ――― in the advertising profile which has an attribute classification index of the attribute which matched. The contents and advertiser data which were published by the homepage (for example, the advertiser's I homepage) on other servers which follow the link and reach are read. And these contents and advertiser data are displayed on a screen by said information presenting means 7a to registered user A of a user profile with the attribute which matched. it having come to obtain the advertisement to mean to many and unspecified users who are the solicitation targets of the contents which it is going to advertise as an advertiser, and also as a user side by it, It can obtain now, without information (for example, information on a car), other information (for example, information on the hot spring near the place in which he lives), etc. which suited their taste carrying out other actions except the registering operation of a user profile.

[0027]Although the above-mentioned composition shows the composition at the time of using the information sending system of this invention for an advertisement, in such a case ― not being limited ― document information, job information, stock quotations, financial news, insurance information, and event information ― in addition ― large ― the informer and recipient of information ― **** ― it cannot be overemphasized that it is applicable in a certain case. Although the way a user counts automatically the site information of the homepage which goes to see frequently by the server side, and pours a suitable advertisement to this user according to the frequency is also considered as the effective advertising method, When this user's disposition has been perceived, the advertiser who is others is told about the information and it is freely used while a user did not know, it applies to infringement of privacy and is not desirable. However, in the information sending system concerned, the user has registered his taste actively, and if even the information does not leak to others, there is no infringement of privacy and it can be called a method effective in an advertisement etc.

[0028]
[Effect of the Invention]According to the composition of this invention explained in full detail above, as the information dispatch Lord, The information which it is going to give only to the unspecified user who is the solicitation target of information can be given certainly, and the information which suited its taste also as a user side, the information which is applied to a self attribute in addition to this, etc. can be acquired to the inside of easy and a short time. Therefore, when performing information dispatch using media, such as the Internet, personal computer communications and large-scale LAN, or radio, radio broadcasting, etc., effective information dispatch is attained. Delivery of the user profile data of said user profile registration means and a user profile memory measure, Delivery of the information dispatch profile data of said information dispatch profile registration means and an information dispatch profile memory measure, And/or, if it is made to perform delivery of the information data containing the

contents of an information dispatch profile memory measure and a reading means, an address, or link destination data by a wire communication thru/or radio, A user profile registration means and an information dispatch profile registration means, Even when separate geographically with a user profile memory measure and an information dispatch profile memory measure, and it is installed, and also an information dispatch profile memory measure separates geographically with a reading means and is installed, the above-mentioned composition can be used. Equip said information dispatch profile memory measure with a buffer, and to this buffer. Store the information itself containing contents, store the memory address of this information in an information dispatch profile memory measure, or the link destination of these contents is stored, If it has composition which sends the information data, the address, or link destination data containing these contents to a reading means when this information dispatch profile memory measure has access from said reading means of users, A user accesses an information presenting means at free time, and can receive presentation of information now. In addition, there is renewal of a user profile by said user profile registration means, In that case, update the applicable user profile memorized by the user profile memory measure, and again by search of said search means. By having composition which performs matching with each attribute of the attribute classification index memorized by the information dispatch profile memory measure, and each attribute of the updated user profile. Or there is renewal of an information dispatch profile by said information dispatch profile registration means, In that case, update the applicable information dispatch profile memorized by the information dispatch profile memory measure, and again by search of said search means. By having composition which performs matching with each attribute of the user profile memorized by each attribute and said user profile memory measure of the attribute classification index in the updated information dispatch profile, When a user's taste changes or there is change of other attributes, or even if it is a case where the contents of information which it is going to send changed and the candidate for solicitation changes by the information dispatch Lord side, use of this information sending system is attained. Into this information presenting means, have a user attribute classification index according to the user attribute in a user profile, and a viewing window is provided for this every user attribute classification index, and. It is set to each viewing window by the hierarchical menu, and in the low rank of this hierarchical menu. If it has composition which can display the information containing the contents for every attribute, in said information presenting means, presentation of a lot of information will be attained also to the registered user of a user profile who has many attributes which matched.

[Translation done.]

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DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]
[Drawing 1]When advertising on the Internet, it is a functional block diagram showing the composition of the information sending system concerning one embodiment of available this invention.
[Drawing 2]It is an explanatory view showing the data entry composition between the user profile registration means and user profile memory measure in the above-mentioned system.
[Drawing 3]It is an explanatory view showing the data entry composition between the advertising profile registration means and advertising profile memory measure in the above-mentioned system.
[Drawing 4]It is an explanatory view showing the data entry composition between the user profile memory measure in the above-mentioned system, a search means and a reading means, and an information presenting means.
[Drawing 5]It is a flow chart which shows the process flow in the above-mentioned exception advertisement system composition for solicitation.
[Drawing 6]It is an explanatory view showing the screen-display composition in an information presenting means.
[Description of Notations]
1a and 1b User profile registration means
2 User profile memory measure
3a and 3b Advertising profile registration means
4 Advertising profile memory measure
5 Search means
6a and 6b Reading means
7a and 7b Information presenting means

[Translation done.]